

ORDER



Orders
Order / Rev: 724622
Alt Order #: 06394172
Product Desc: THOMAS PETERFFY
Estimate: 1549
Flight Dates: 10/25/12 - 10/31/12
Original Date / Rev: 10/24/12 / 10/24/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Peterffy, Thomas
Demographic: A35+
Product Codes: IS-Issue/Non Ballot
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	17	\$42,200.00	\$35,870.00
10/29/12	10/31/12	18	\$51,300.00	\$43,605.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	17	\$42,200.00	\$35,870.00	0.00
November 2012	18	\$51,300.00	\$43,605.00	0.00
Totals	35	\$93,500.00	\$79,475.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	10/25/12	10/26/12	Today Show Today Show	CM	7-9a	---TF--	1:00	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	---TF--			2		\$2,400.00	0.00					
E 2	KARE	10/25/12	10/26/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	---TF--	1:00	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	---TF--			4		\$350.00	0.00					
E 3	KARE	10/25/12	10/26/12	M-F 430-5p Jeopardy	CM	430-5P	---TF--	1:00	2	\$4,000.00	P-2	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	---TF--			2		\$4,000.00	0.00					
E 4	KARE	10/25/12	10/26/12	M-F 6-630p KARE 11 6 News	CM	6-630p	---TF--	1:00	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	---TF--			2		\$5,000.00	0.00					
E 5	KARE	10/25/12	10/26/12	M-F 10-1035p KARE News 10p	CM	10-1035p	---TF--	1:00	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	---TF--			2		\$5,000.00	0.00					
E 6	KARE	10/27/12	10/27/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	1:00	3	\$1,800.00	P-2	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					

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 Estimate: 1549

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	KARE	10/27/12	10/27/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	1:00	3	\$1,800.00	P-2	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		3				\$1,800.00		0.00			
E 7	KARE	10/27/12	10/27/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530p	-----S-	1:00	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$2,000.00		0.00			
E 8	KARE	10/28/12	10/28/12	Chris Matthews Morn Chris Matthews Sa/Su 430a-12p(11:30 AM-12:00 PM)	CM	1130a-12p	-----S	1:00	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1				\$600.00		0.00			
E 9	KARE	10/29/12	10/31/12	Today Show Today Show	CM	7-9a	MTW----	1:00	3	\$2,400.00	P-2	0.00	NM	3	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MTW----		3				\$2,400.00		0.00			
E 10	KARE	10/29/12	10/31/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	MTW----	1:00	6	\$350.00	P-2	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MTW----		6				\$350.00		0.00			
E 11	KARE	10/29/12	10/31/12	M-F 430-5p Jeopardy	CM	430-5P	MTW----	1:00	3	\$4,000.00	P-2	0.00	NM	3	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MTW----		3				\$4,000.00		0.00			
E 12	KARE	10/29/12	10/31/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTW----	1:00	3	\$5,000.00	P-2	0.00	NM	3	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MTW----		3				\$5,000.00		0.00			
E 13	KARE	10/29/12	10/31/12	M-F 10-1035p KARE News 10p	CM	10-1035p	MTW----	1:00	3	\$5,000.00	P-2	0.00	NM	3	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MTW----		3				\$5,000.00		0.00			
Totals													35	\$93,500.00	